Advertising in out-of-state publications will be given priority consideration. Joint partnership ventures will also be given priority consideration.

The Media schedule or advertising strategy must be included with your original application.

15. **Total Tourism Marketing Partnership Program Budget**

Total budget as indicated for the categories that apply to your project.

Non-Fundable Items Include:

a. Administrative expenses of any sort by the sponsor or any agent of the sponsor, including any commissions, fees or any other expenses for administration of the project.

b. Salaries.

c. Entertainment and honorariums.

d. Food and beverage.

e. Equipment purchase and rental.

f. Items for re-sale.

g. Beauty pageants and parades.

h. Prizes, trophies, plaques, decorations, trinkets, hats, shirts, banners, flags, floats.

i. Bumper stickers, tabloids, table tents, program booklets, posters, stationery, toll-free numbers, membership solicitation literature.

j. Travel expenses.

k. In-house postage and material inventory.

l. Inspection tours by writers and travel agents.

m. Production and development costs for consumer directed material should not exceed 20% for each budget item.